

# OBJECTIVE AND ACTION PLAN

OBJECTIVE NO. 13-79 OBJECTIVE		Approved For Release 2001/08/14 : CIA-RDP84-00688R000200020001-2 OP/PAB		FORCE ESTIMATE FY 79 MYR 10 DOLLARS \$1,900.00		PERIOD STATUS OCT - DEC JAN - MAR APR - JUN JUL - SEP									
By the end of FY 1979, increase the monthly number of blood donors by 10%.						+ EXCEEDING PLAN = MEETING PLAN < BEHIND PLAN									
ACTION PLAN (Milestones)				COMPLETION MONTH: SCHEDULED O; ACTUAL X											
				OCT	NOV	DEC	JAN	FEB	MAR	APR	MAY	JUN	JUL	AUG	SEP
1. Obtain from Red Cross best way to increase the number of blood donors.					0										
2. Present ideas for posters and displays to Graphic Arts for development.						0									
3. Solicit direct support of the progress through the public affairs office.							0								
4. Develop new forms of recognition for employee participation.									0						
5. Use new posters and displays.								0							
6. Assess results to determine if additional measures are necessary.														0	

NARRATIVE REPORT

OP-13-79  
Approved For Release 2001/08/14 : CIA-RDP84-00688R000200020001-2 July 2 September 1979

Activity this Period

During this period the first awards of the newly instituted Blood Donor Recognition Program were presented. Two Agency employees received plaques in recognition of their contribution of 12 and 10 gallons of blood respectively. The plaques were presented at the Annual Awards Ceremony held on September 18, 1979. Two other plaques were being readied for mailing to retired donors who had donated 10 gallons of blood before retiring.

Congratulatory letters and Red Cross Certificates were also sent to those employees who had donated their seventh, eighth, or ninth gallon of blood. In addition, the names of these individuals were submitted to the DDCI's office for inclusion in a memorandum to all employees.

An inquiry was made to determine what the effectiveness would be of including an information sheet about the Agency's Blood Donor Day in the information package given to new employees. The response was favorable, consequently, a simple sheet was developed and is now being included in the EOD package.

Problems or Shortfalls

During this period minor delays occurred during one of the Agency's Blood Donation Days. A spokesman from the Red Cross indicated that many nurses did not report for duty due to a disagreement with management. Although this was an inconvenience, matters of this nature are beyond our control.

Long Term Outlook

A review of the results over FY-79 indicate that present measures should be continued. In addition, the results of the new recognition system have not yet had time to take effect. It is expected that positive feedback will be received, thus encouraging others to donate. As the next period progresses we shall closely monitor the Program so that if negative effects or trends are identified, prompt corrective action can be taken. Also a study will be conducted to determine the effectiveness of current reminder procedures and their effects on donor participation.

The long term outlook appears favorable. Although donor participation levels did not increase by 10%, we remained one of the leaders in pints collected per month. Continued efforts should STATINTL at the least, keep donations at the present level and as recent recognition and advertisement programs begin to show results, we expect donations to slowly increase.

ROUTING AND TRANSMITTAL SLIP

Date *4 Oct*

TO: (Name, office symbol, room number, building, Agency/Post)	Initials	Date
1. <i>DD/Pers/SP</i>		
2.		
3.		
4.		
5.		

Action	File	Note and Return
Approval	For Clearance	Per Conversation
As Requested	For Correction	Prepare Reply
Circulate	<input checked="" type="checkbox"/> For Your Information	See Me
Comment	Investigate	Signature
Coordination	Justify	

REMARKS

*Attached is a copy of the MBO we sent to* [REDACTED]

DO NOT use this form as a RECORD of approvals, concurrences, disposals, clearances, and similar actions

FROM: (Name, org. symbol, Agency/Post)	Room No.—Bldg.
<i>d/BSO</i>	Phone No.